

DM-Y-G

November 23, 1993

To Our Division Managers

SUBJECT: MONARCH Menthol Box Introduction - NASA

To address the business opportunity presented by the growing menthol savings category in your market, we are pleased to announce the availability of MONARCH Menthol Box Full Flavor and Lights Box.

This mailing contains the pertinent information needed to support your introductory efforts and is being sent to all Chain Account/Military and Division Managers participating in this introduction in the North Atlantic Sales Area. This introductory packet includes a fact book and UPC scan sheets. (Introductory fact sheets will arrive week of November 29).

Key points to remember on this introduction are as follows:

- The first delivery for product to direct accounts is 12/6/93. No introductory allocations have been established since there is no introductory allowance. No sales samples are available, however, for chains and retail; utilize attached UPC scanning sheets.
- B1G1F product will be available for order beginning 12/6/93 with a first delivery date to direct accounts of 12/27/93. Allocations will be placed and communicated to you by your Region Operations Unit.
- POS to support the introduction has been placed on open order and is available beginning 11/22/93. POS quantities were calculated based on actual headcount in the sales area, so please adhere to the ordering guidelines on quantities. (See attached.)
- Since this is a limited area introduction, it may be necessary to enlist the assistance of outside CAMs or DMs to sell this product to necessary chains or direct accounts. Information or supporting materials should be shared as needed.

Program contact: Bill Duffy, extension #5776

R. J. REYNOLDS TOBACCO COMPANY

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MONARCH Menthol Box NASA Allocations

POS Quantities - Items on Open Order Status

<u>Item</u>	<u>Commodity #</u>	<u>Quantity</u>	<u>Total SKUs</u>	<u>SKU Packing</u>	<u>**SKUs/Rep</u>
Small PPD	451446	61,500	1,230	50	3
Large PPD	451457	123,000	2,460	50	6
Prem Promo Riser	451468	30,750	1,230	25	3
Dump Bin Riser	451479	30,750	1,230	25	3
Extra Large Paster	451490	102,500	4,100	25	10
B1G1F Starburst	451501	82,000	3,280	25	8
* Fact Sheets	-	3,600	144	25	-
* UPC Sheets	-	2,000	50	40	-

* To be mailed with fact books week of November 22. Fact sheets mailed November 29.

** NOTE: All quantities of POS were calculated on head count in NASA. When ordering, please follow the SKU per Rep assumptions as items will be on open order status.

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